

## ABSTRACT OF THE INVENTION

In general, it is difficult for the end user to implement a simulate illustration process for an image, since manual setups of the process are complicated and require skills. Also, there is room for improvement in terms of image quality. In this invention, the luminance histogram of an original image is generated, the brightness of that image is detected based on the histogram, and the image undergoes a filter process corresponding to the detected brightness, thus easily performing the simulate illustration process using bright tone for the image. Especially, since a filter is set for rasterized image data in correspondence with the number of lines of the data to be processed, an effective simulate illustration process can be implemented.